

Covid Policies

/ CORONA CONTENT ADVERTISING/

It was really important of us to understand the possibilities and limitations of advertising for corona related products as the demand is growing.

Corona Related Content



Face
masks



Hand
sanitizer



Artificially inflated prices that limit or prohibit access to other essential items

Limitations

Some Exchanges are taking concrete measures when reacting to the current situation. Sadly they are limiting their traffic for Covid-19 related content.

Restrictions Based On Exchanges

OpenX

Allows Publishers to limit the advertising.

"Generally, we discourage it as many publishers have requested they not see ads related to the crisis"

Double-Click

Fully bans all advertising related with Corona.

"Content that potentially capitalizes on or lacks reasonable sensitivity towards"

BidSwitch

Fully allows the advertising. No regulations were mentioned.

"Yes, it is allowed to advertise them through BidSwitch"

Rubicon

In general, allows the advertising with some limitations.

"the advertiser is allowed through our marketplace. Blocks might be applied if publishers request it"

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